

# ADVANTAGES OF BEING A BASF SPONSOR FIRM

A Bar Association of San Francisco Sponsor Firm is a firm with 10 or more attorneys in its San Francisco office that pays BASF membership dues for all attorneys on staff in that office.

Sponsor Firm attorneys gain full access to all BASF member benefits and the knowledge that their membership fees help support significant community involvement through BASF's philanthropic programs. Sponsor Firms also enjoy numerous unique and exclusive benefits:



## FIRM-WIDE BENEFITS

### INCREASE THE VISIBILITY OF YOUR FIRM

*BASF's communications and public relations team will work hand-in-hand with your firm's marketing department to maximize the visibility of your firm and its attorneys.*

The BASF communications team actively seeks opportunities to engage Sponsor Firm attorneys as spokespersons to the media and is striving to become the "one-stop shop" for the Bay Area's media.

Of course, our Sponsor Firms can market their involvement in and support of BASF, including its diversity and pro bono programs, in their own marketing materials. BASF also has many communication tools and publications for promoting our Sponsor Firms, including:

- ◆ *iCounsel*: this electronic newsletter features articles from our Sponsor Firms and gets our Sponsor Firms in front of more than 1,600 Bay Area in-house attorneys six times per year;
- ◆ *San Francisco Attorney magazine*: our quarterly magazine reaches 10,000 people in the Bay Area, highlights Sponsor Firms in every issue, lists all Sponsor Firms every fall, and accepts articles written only by our members;
- ◆ *The BASF Bulletin*: our monthly newspaper features current activities of our Sponsor Firms and members;
- ◆ *The Recorder*: the bi-monthly BASF newsletter in *The Recorder* newspaper features our news and events and highlights volunteer, diversity program, and pro bono participation; and
- ◆ *The BASF Web site*: our state-of-the art Web site acknowledges and thanks Sponsor Firms.

### TAKE PRIDE IN KNOWING YOU ARE PARTNERED WITH ONE OF THE MOST PROGRESSIVE AND PHILANTHROPIC ORGANIZATIONS IN THE UNITED STATES

#### *Diversity and Pipeline Programs*

With the support of our members, BASF has long championed diversity in the legal workplace, and we are committed to helping achieve that diversity in the Bay Area. We are doing so through a number of cutting-edge initiatives and diversity programs:

- ◆ **Goals and Timetables for Minority Hiring and Advancement;**
- ◆ **No Glass Ceiling** initiative to advance women in the profession;

- ◆ **School-To-College**, a program in Balboa High School that has enjoyed tremendous success in helping at-risk youth get into college;
- ◆ **Law Academy**, a program in Balboa and Mission High Schools that teaches diverse students legal concepts and places them in law office summer internships;
- ◆ **The Bay Area Minority Law Student Scholarship Program** provides scholarships to minority students entering Bay Area law schools; and
- ◆ **Destination Law School**, a program that reaches out to college students throughout Northern California to encourage them to consider law school and a legal career and provides them with necessary tools and information.

In addition, as an exclusive benefit for our Sponsor Firms, our Director of Diversity will partner with you to evaluate your diversity recruiting practices, internal diversity committees and initiatives, and your inclusion and retention. Sponsor Firms also have the opportunity to sponsor specific BASF events and programs – such as our various diversity programs – and receive significant recognition for doing so.

### *Volunteer Legal Services Program*

BASF's Volunteer Legal Services Program (VLSP) is the largest pro bono legal services provider in San Francisco. VLSP stands ready to assist Sponsor Firms in creating and managing pro bono programs or evaluating existing programs to help focus them for maximum impact in the community.

## **CONTRIBUTE ARTICLES TO OUR iCOUNSEL ELECTRONIC NEWSLETTER**

*Be a part of BASF's newest Sponsor Firm benefit and get your firm in front of more than 1,600 Bay Area in-house counsel. Only Sponsor Firms may submit material for this newsletter.*

iCounsel is The Bar Association of San Francisco's newest benefit for Sponsor Firms. We publish this electronic newsletter six times per year and email it to in-house attorneys throughout the Bay Area. iCounsel is a perfect way to showcase legal articles, white papers, and research material prepared by your firm.

## **MANAGING PARTNER BENEFITS**

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### **JOIN MANAGING PARTNER NETWORKING EVENTS**

*BASF values your support as a Sponsor Firm and offers exclusive networking opportunities as a tangible way to acknowledge your support.*

As a Sponsor Firm managing partner, you are invited to two exclusive networking dinners each year. These events have drawn chairs and managing partners from the vast majority of leading firms in San Francisco. Scheduled for the spring and fall, the dinners have no agenda and no speakers and provide an exclusive social and networking forum for the leaders of our Sponsor Firms.

### **SHARE KNOWLEDGE WITH OTHER SPONSOR FIRM MANAGING PARTNERS VIA OUR LISTSERV**

*BASF values your support as a Sponsor Firm and offers exclusive networking opportunities as a tangible way to acknowledge your support.*

Through our Listserv, Sponsor Firm managing partners can post questions and comments and stay informed and remain connected with their peers.

## ASSOCIATE BENEFITS

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### TAKE ADVANTAGE OF BENEFITS FOR YOUR FIRM'S ATTORNEYS

*BASF members have the opportunity to network with others in the legal profession, develop their leadership skills, serve the community, improve their skills with discounted CLE seminars, and enjoy many member-only benefits.*

- ◆ Networking events with attorneys, judges and others from the legal community;
- ◆ Opportunities to participate in specialized sections and committees;
- ◆ Leadership opportunities on our various boards of directors, committees, sections, and task forces;
- ◆ Opportunities to build legal skills through our Pro Bono community programs;
- ◆ Discounts for more than 200 MCLE programs annually as well as special events, including the BASF Foundation's annual gala;
- ◆ Receive *San Francisco Attorney* magazine, the *BASF Bulletin*, and the *BASF Directory*, which includes the *Register of Experts and Consultants*; and
- ◆ Receive discounted rates and exclusive member access to various vendors and service providers ranging from insurance and financial services to leisure and travel.

### TAKE ADVANTAGE OF LEADERSHIP OPPORTUNITIES THROUGH OUR BARRISTERS CLUB

*BASF is unique among voluntary local bar associations in offering an entire division of our organization, not just a single section, to help new attorneys get involved and develop their practice.*

- ◆ Members in their first ten years of practice;
- ◆ Networking opportunities, including ~ the annual Judges Reception, annual Open House, the Crystal Ball, and an "Evening with In-House Counsel";
- ◆ Special programs and MCLE courses for Barrister Club members; and
- ◆ Practice development and leadership opportunities through Barrister Club sections and committees.



## 2009 BASF SPONSOR FIRMS

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Adams, Nye, Trapani, Becht LLP  
Adler & Colvin  
Akin Gump Strauss Hauer & Feld LLP  
Allen Matkins Leck Gamble Mallory & Natsis LLP  
Altshuler Berzon LLP  
Arnold & Porter LLP  
Baker & McKenzie LLP  
Barg Coffin Lewis & Trapp, LLP  
Barger & Wolen, LLP  
Bartko, Zankel, Tarrant & Miller  
Bingham McCutchen LLP  
Bledsoe, Cathcart, Diestel & Pedersen, LLP  
Brydon Hugo & Parker  
Carlson, Calladine & Peterson, LLP  
Carroll, Burdick & McDonough LLP  
Chapman, Popik & White LLP  
Coblentz, Patch, Duffy & Bass LLP  
Cooley Godward Kronish LLP  
Cooper, White & Cooper LLP  
Coughlin Stoia Geller Rudman & Robbins LLP  
Davis Wright Tremaine, LLP  
DLA Piper  
Drinker Biddle & Reath LLP  
Duane Morris LLP  
Ellman, Burke, Hoffman & Johnson, APC  
Epstein Becker & Green, PC  
Evans, Latham and Campisi  
Farella Braun + Martel LLP  
Fenwick & West LLP  
Foley & Lardner LLP  
Folger Levin & Kahn LLP  
Goldstein, Gellman, Melbostad, Gibson & Harris LLP  
Goodin, Macbride, Squeri, Day & Lamprey, LLP  
Goodwin Procter LLP  
Greene Radovsky Maloney Share & Hennigh LLP  
Hanson Bridgett LLP  
Hersh Family Law Practice, PC  
Hinshaw & Culbertson  
Holland & Knight, LLP  
Howard Rice Nemerovski Canady Falk & Rabkin, PC  
Imai, Tadlock, Keeney & Cordery, LLP  
Jones Day  
Keker & Van Nest LLP  
Kenney & Markowitz, LLP  
Kerr & Wagstaffe, LLP  
Lafayette & Kumagai LLP  
Latham & Watkins LLP  
Leland, Parachini, Steinberg, Matzger & Melnick, LLP  
Lieff Cabraser Heimann & Bernstein, LLP  
Lippenberger, Thompson, Welch, Soroko & Gilbert, LLP  
Littler Mendelson, PC  
Long & Levit, LLP  
Luce, Forward, Hamilton & Scripps, LLP  
Lynch, Gilardi & Grummer  
Minami Tamaki LLP  
Morgan, Lewis & Bockius LLP  
Morrison & Foerster LLP  
Munger, Tolles & Olson LLP  
Nixon Peabody LLP  
Nossaman LLP  
O'Melveny & Myers LLP  
Orrick, Herrington & Sutcliffe LLP  
Perkins Coie LLP  
Pillsbury Winthrop Shaw Pittman LLP  
Rogers Joseph O'Donnell  
Ropers, Majeski, Kohn & Bentley LLP  
Rosen, Bien & Galvan, LLP  
Seyfarth Shaw LLP  
Shartsis Friese LLP  
Sheppard, Mullin, Richter & Hampton LLP  
Shook, Hardy & Bacon, LLP  
Skadden, Arps, Slate, Meagher & Flom LLP  
Sonnenschein Nath & Rosenthal LLP  
Stein & Lubin, LLP  
Tobin & Tobin  
Townsend and Townsend and Crew LLP  
Trucker Huss, APC  
Walkup, Melodia, Kelly, Wecht & Schoenberger  
Winston & Strawn LLP  
Zelle, Hofmann, Voelbel, Mason & Gette, LLP